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Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	1	of	2	Attorney Docket Number	66703-0016

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.A./	AA*	US-7,366,683	04-29-2008	Altberg et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁵
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				

Examiner Signature	/John Anderson/	Date Considered	06/11/2010
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IDS (Citation) by Applicant (5 References) I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4). Dated: March 11, 2010		Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.A./	CA	Business Editors/HiTech Writers, Verizon Information Services Partners with Digital: Convergence to Offer Internet-Enhanced Phone Directories, Business Wires, New York, Nov. 6, 2000, downloaded from ProQuest Direct on the Internet on 12/21/2009, 4 pages.	
/J.A./	CB	Robert Chacon, Small Business//Pay-per-click Internet ads hit with niche Businesses, The Business Press, Ontario, CA, 07/28/2003, downloaded from ProQuest Direct on the Internet on 12/21/2009, 3 pages.	
/J.A./	CC	Non-Final Office Action dated 1/8/10 in Serial No. 11/237,813. (49 pages)	
/J.A./	CD	Response to Non-Final Office Action dated 1/8/10 in Serial No. 11/237,813. (17 pages)	

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